

Europäisches Patentamt

European Patent Office

Office européen des brevets



(11) EP 0 901 284 A2

(12) **EUROPEAN PATENT APPLICATION**

(43) Date of publication:
10.03.1999 Bulletin 1999/10

(51) Int. Cl.⁵: H04N 7/08

(21) Application number: 98116100.3

(22) Date of filing: 26.08.1998

(84) Designated Contracting States:
AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU
MC NL PT SE
Designated Extension States:
AL LT LV MK RO SI

(72) Inventor: Hicks, John Alson III
Ocean, New Jersey 07712 (US)

(74) Representative:
Modiano, Guldo, Dr.-Ing. et al
Modiano, Josif, Pisanty & Staub,
Baaderstrasse 3
80469 München (DE)

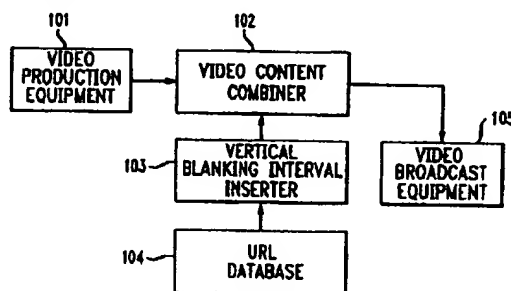
(30) Priority: 05.09.1997 US 924236

(71) Applicant: AT&T Corp.
New York, NY 10013-2412 (US)

(54) **Internet linkage with broadcast TV**

(57) Signals corresponding to Uniform Resource Locators (URL's) are inserted directly into a broadcast television signal, advantageously in portion of the vertical blanking interval available for closed captioning information. When a television signal with the embedded URL is received in an Internet capable television, the presence of the URL is indicated to the viewer, such as by causing a small, transparent, overlay icon to be displayed on the TV screen. When a viewer thereafter actuates a special button on their wireless (infrared), or wired, remote control, the URL information contained in the television signal is extracted and sent to the portion of the television, or auxiliary device, used to establish an Internet connection. The viewer is then able to gain access to the Internet site having the address specified by the URL, which site will generally contain information associated with the television programming.

FIG. 1



EP 0 901 284 A2